

Approved Audits/Applications Committee 1/21/09

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Pioneer Town and Museum Brochure
FY 08/09 Cooperative Marketing**

Approval Requested

 X Final

 Preliminary

Application Completed by: Carla Hunsley, Executive Director

Date: January 19, 2009

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country is requesting approval to use \$897.50 from our FY08/09 Cooperative Marketing Budget to help promote the town of Scobey. Pioneer Town and the Museum is in need of a brochure to promote the museum. The brochure and its contents will entice the "frontier spirit" in individuals who have not yet experienced a "Pioneer Town" on the prairies and will also bring back visitors to this spectacular place. As they step into forty-two different museum buildings, each depicting a Pioneer Town in the early 1900's, they will familiarize themselves with the hardship and struggles of the early homesteader.

We expect the brochures to attract a variety of people; therefore, increasing the number of visitors coming into the museum. Anything done to promote the museum will help the community, its businesses and downtown environment and increase their length of stay in Missouri River Country.

The brochure will be placed in various tourist information racks. Members who travel will take the brochures to out of state and in state museums. Missouri River Country will help distribute the brochure at out of state trade shows and have on hand for anyone interested in the Scobey area. The Daniels County Chamber of Commerce will have the brochures available to order from their website: www.Scobey.org.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- 3.1 Distribute responsible use materials at all visitor centers statewide annually.*
- 3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.*
- 10.2 Create at least two new partnerships in each region annually.*

Refer to the portions of your marketing plan, which support this project.

Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.

Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.

How does this project support the Strategic Plan?

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Enhance and preserve Montana's culture and history.

Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

Pioneer Town and Museum Brochure

FY08/09 Cooperative Marketing

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Printing 5000	\$778		\$778		\$1,555
Shipping	\$0		\$0		\$0
Layout/Design	\$120		\$120		\$240
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$898		\$898		\$1,795
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL					
TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
REGION/CVB PROJECT TOTAL					
	\$898	+	\$898	=	\$1,796